

**PENGARUH HARGA DAN PELAYANAN TERHADAP KEPUTUSAN
PEMBELIAN KREDIT YAMAHA MIO DI PT. HARPINDO JAYA
SEMARANG**

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Abstract

PT. Harpindo Jaya Majapahit is one of official Yamaha's dealer in Semarang city who offer various product of Yamaha's motorcycle. One of product who offer is Yamaha Mio. As exponent the automatic scuter in Indonesia, Yamaha Mio try to survive as a market leader. One of effort is credit purchase that has purpose to give lightness and ease konsumen to have Yamaha Mio. But competition in motorcycle business is very tight, it sign by alot of automatic scuter who produced by competitor. Involvement kompetitir make lowering percentage of credit purchase Yamaha Mio on PT. Harpindo Jaya Majapahit Semarang in 2(two) last years(2006-2007).

This research aim to know influence price and service into decision of credit purchase Yamaha Mio in PT. Harpindo Jaya Majapahit Semarang. Population in this research are they who bought Yamaha Mio in credit in PT. Harpindo Jaya Majapahit Semarang and ever done service in same place. To the number of sample which used in this research amount to 100 people. The sampling technique the used is non probability sampling. Intake of sample done with method of purposive sampling.

The data analysis technique which used in this research is correlation of product moment used to measure relation between two variables, coefficient of determination used to know the level of contribution of independent variable to dependent variable, linear regression modestly used to know strength of influence of independent variable to dependent variable by partial, and doubled linear regression which used to know influence between two independent variables by simultaneous to dependent variable.

The result of research indicate that price variable have influence (by partial) to decision credit purchase Yamaha Mio equal to 0,264 or 26,4%, service variable also have influence (by partial) to decision credit purchase Yamaha Mio equal to 0,344% or 33,4%, and price variable and service variable have influence by together (simultaneous) to variable of equal to decision credit purchase Yamaha Mio 0,447 or 44,7%.

Researcher suggest for accelerate administration and product delivery because it influential to decision credit. Another effort that PT. Harpindo Jaya Majapahit Semarang can do to fill consumer expectation are by give pleasure and easily when transaction, example with increase the hospitality, friendly and ability to handle the complain by dealer staff and mechanic's staff and also more flexible in administration term that must to fulfill. Availability variation and product color make consumer free to choose. Select a professional leasing company to join with dealer, especially in velocity administration service also very influential into consumer decision purchase.

Key word : price, service and decision credit purchase.